

Arthur Cyril Campbell

THE WILLET HOUSE

Forty Years of
Housebuilding
ILLUSTRATED

W. WILLET
BUILDER, DECORATOR, CONTRACTOR

HEAD OFFICE, GENERAL SHOWROOM, PETROL-GAS SHOWROOM
SLOANE SQUARE, S.W.

Telephone
4660 Kensington

Telegrams
"Architrave, Sloane, London"

Offices
88, GLOUCESTER ROAD, SOUTH KENSINGTON
137A, FINCHLEY ROAD, HAMPSTEAD - -
12, GRAND AVENUE, HOVE, BRIGHTON - -

Telephones
5724 Kensington
71 Hampstead
2516 Hove

Works
PARSONS GREEN, FULHAM, S.W.

Brickfields
LANGLEY, BUCKS

YARDS IN VARIOUS PARTS OF LONDON

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IN this preface an effort is made to explain some of the principal causes which have made the phrase "A WILLETT HOUSE" so well known, and the illustrations which follow show many of Mr. Willett's more recent houses, and also some of the interior decoration work which he has carried out.

In the designing and building of these houses, Architect and Builder have worked together in close alliance in their joint effort towards perfection. The magnificent results attained in the buildings of olden times were largely due to such an alliance, but now-a-days, price cutting and hurried work have generally made such an alliance impossible.

His decoration and repair departments have enabled Mr. Willett to keep in touch with a great number of people who have bought his houses, and thus to have the benefit of their suggestions for improvements in the houses he is constantly building.

Though great attention is given to the production of a pleasing exterior appearance, interior comfort and convenience are never sacrificed to this end. All the materials and workmanship are first class and the work is carried out in the most up to date manner with the latest appliances. Mr. Willett's joinery and decorative plaster works and mason's yard are fitted with the latest machinery, and are laid out so as to enable the men to work under ideal conditions economically to produce good work. Though the maintenance of these principles naturally involves a greater initial expense, the comfort of living in a house so built, and the complete avoidance of serious structural repairs, even after many years, proves beyond dispute the wisdom of the policy, and its appreciation is shown by the fact that among the purchasers of Mr. Willett's houses, and the clients for whom he is working from day to day are the heads of many of the leading financial, business and manufacturing houses of England.

To those interested, full particulars of such houses as Mr. Willett has in hand at the present moment will be sent.

Much of the work that Mr. Willett does is obtained in competition, and he is prepared to estimate for, and undertake every description of building, alteration, decoration and repair work. In this latter department of his business he is able to give exceptional facilities, as having branches in several parts of London, his clients can obtain the advantage of dealing with a large and reliable firm even for small work.

In considering estimates clients are respectfully advised to compare, not only the exact amount of the work specified in each case, but also the standard of quality which is usually expected from the competing firms. The exact quality of the work proposed to be done is frequently the ruling factor in controlling the amount of the cost to the client.

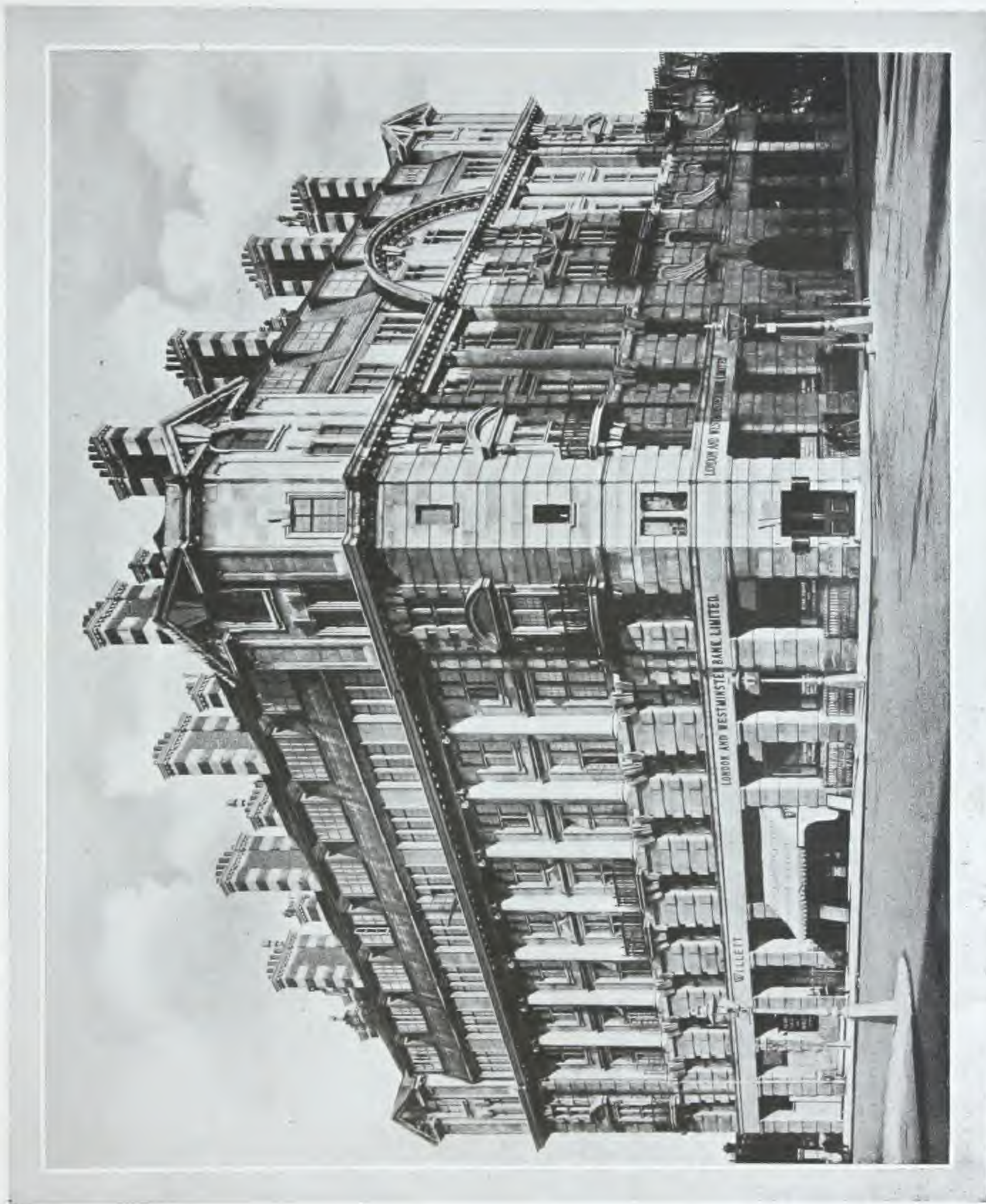
There is yet another branch of Mr. Willett's business which will bear mention here, though the illustrations in this book have no direct relation to it, and that is his House and Estate Agency Department. Some years ago he established such a Department at Gloucester Road, South Kensington, and following the success of this one, has now opened another at the Head Office at Sloane Square, Chelsea. He is thus able to offer a client every facility for building, purchasing or renting his house, and preparing it for occupation, as well as helping him in the letting or selling of any house, of which he may be desirous of disposing.

The following is a list of some of the principal branches of Mr. Willett's business—

| | |
|-----------------------------|------------------------------|
| BUILDING. | HOT WATER HEATING. |
| CONTRACTING. | THE WILLETT LIGHT PETROL AIR |
| DECORATION. | GAS SYSTEM. |
| STONE AND MARBLE | GARDENING. |
| MASONS WORK. | HOUSE AND ESTATE AGENCY. |
| JOINERY WORK. | INVENTORIES AND VALUATIONS. |
| DECORATIVE PLASTER WORK. | AUCTIONS. |
| CURTAINS, BLINDS, ETC. | AGENCY FOR INSURANCES OF ALL |
| ELECTRIC LIGHT AND LIFTS. | DESCRIPTIONS. |
| PLUMBING AND SANITARY WORK. | |

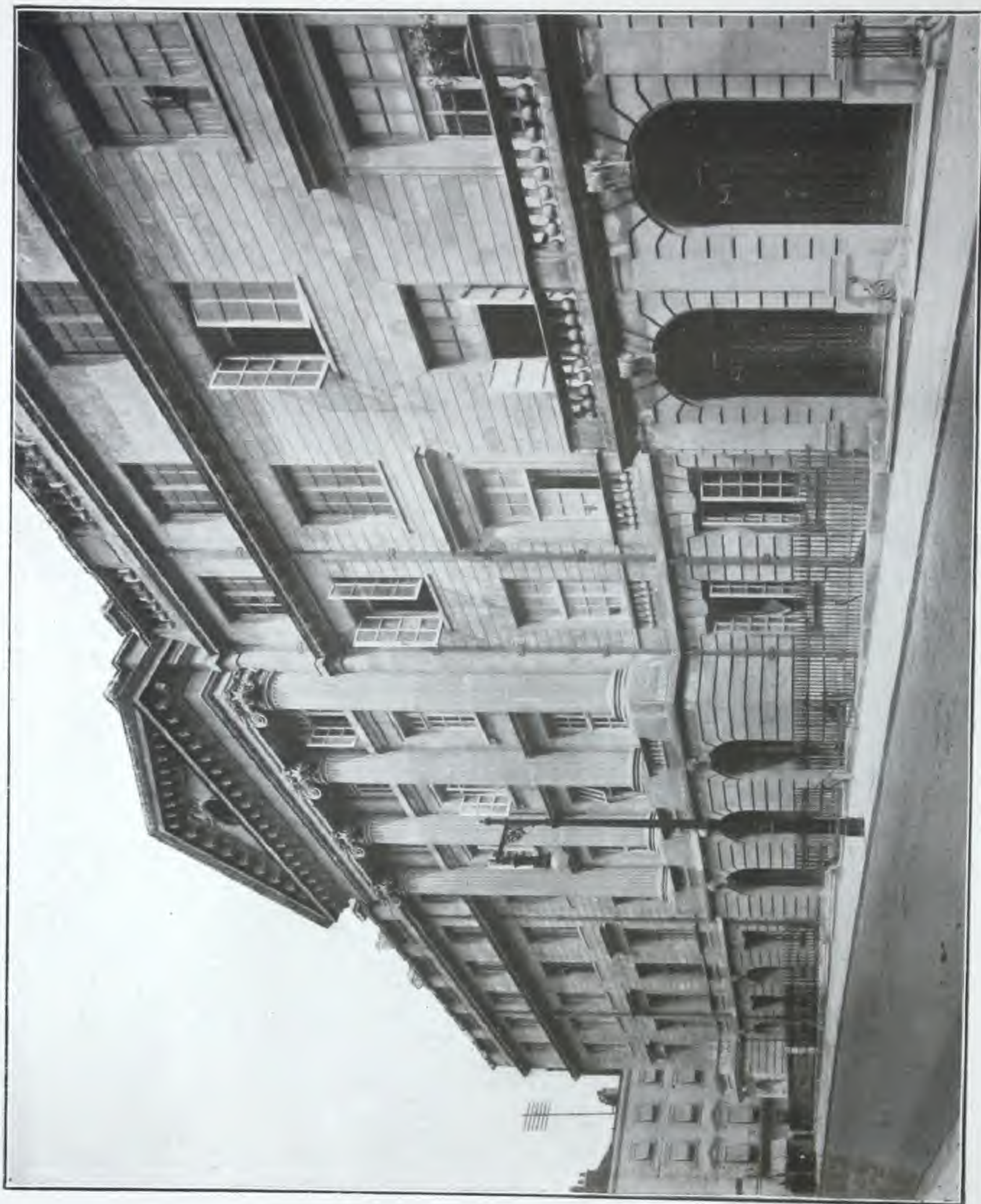
SECTION I.

TOWN HOUSES



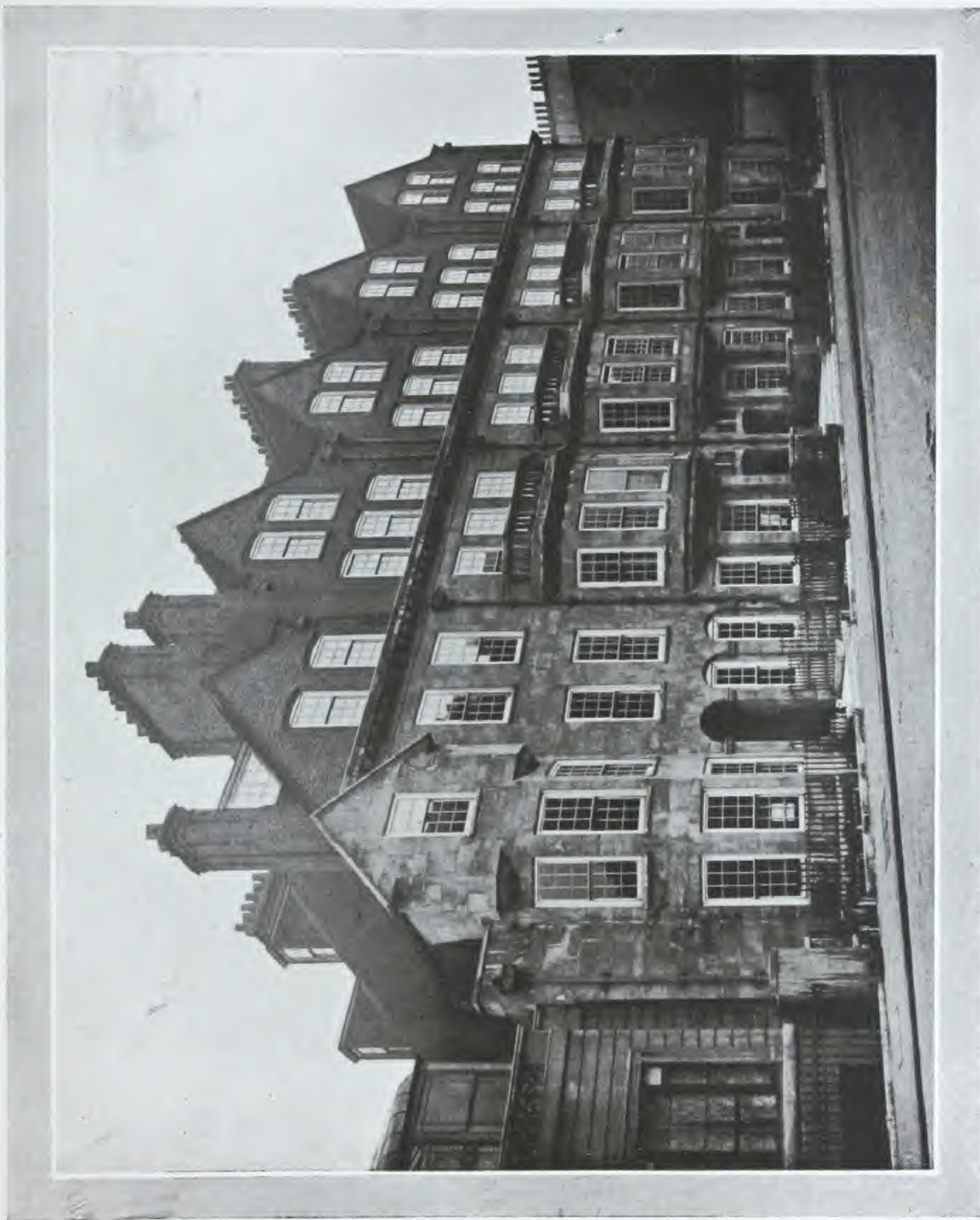
THE WILLETT BUILDING, SLOANE SQUARE, S.W.

R



PARK STREET, W.

22



EATON TERRACE, EATON SQUARE, S.W.

B



DEVONSHIRE STREET, W.

B.



LYGON PLACE, S.W.

62

74



KENSINGTON PALACE GARDENS, W.

R



KENSINGTON PALACE GARDENS, W.

B



KENSINGTON PALACE GARDENS, W.

B

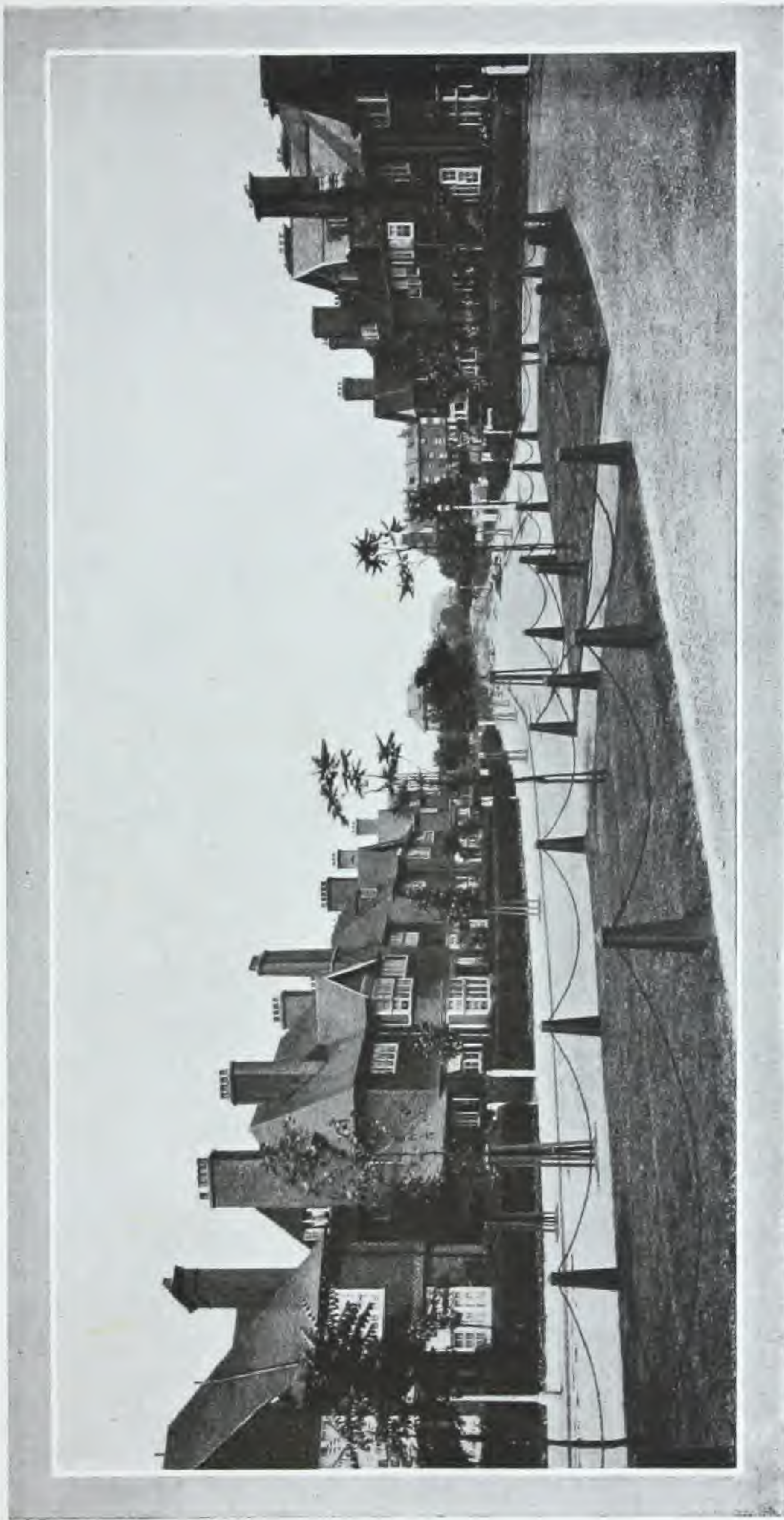


KENSINGTON PALACE GARDENS, W.

R

SECTION II.

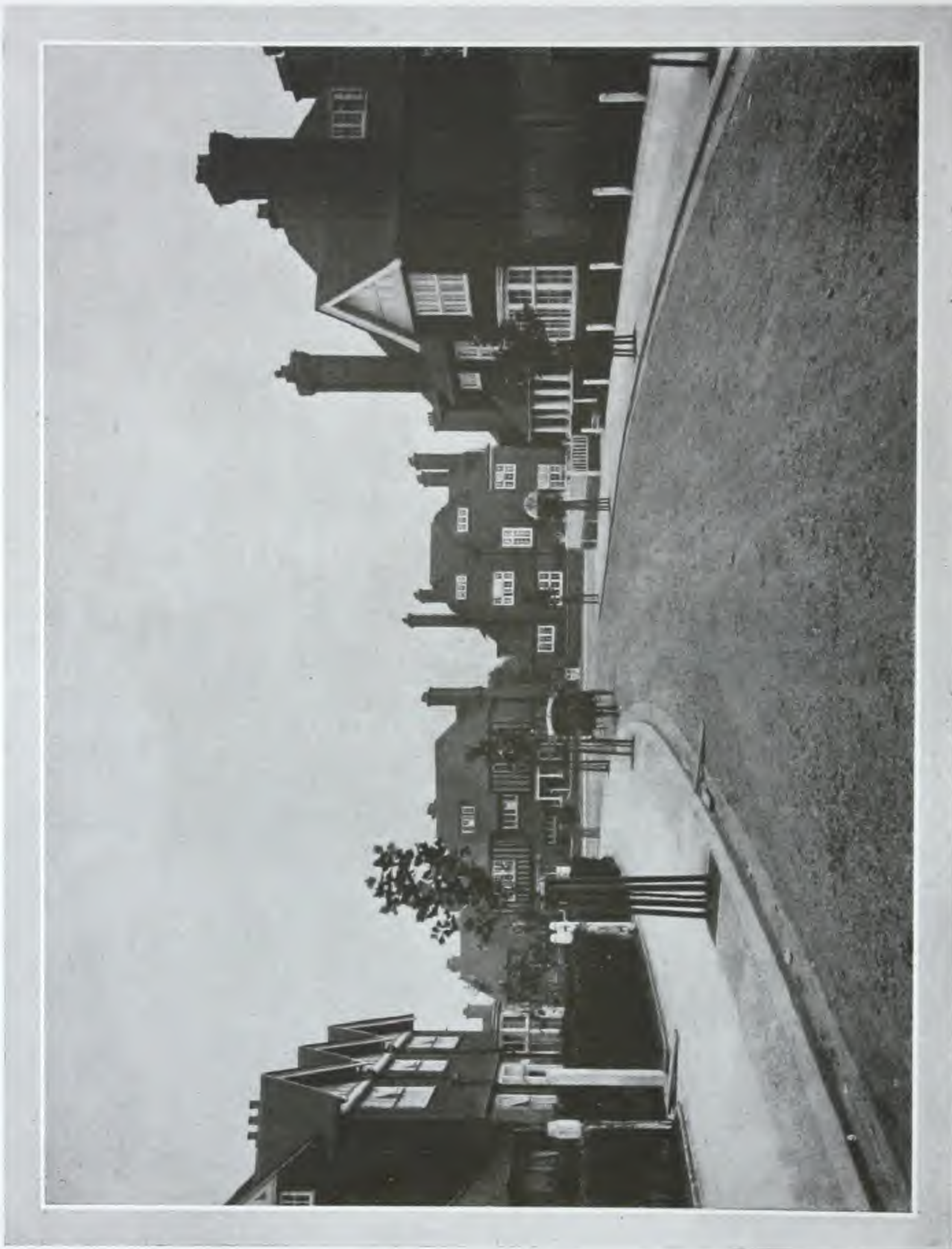
HAMPSTEAD HOUSES



ELSWORTHY ROAD, HAMPSTEAD.

03

R



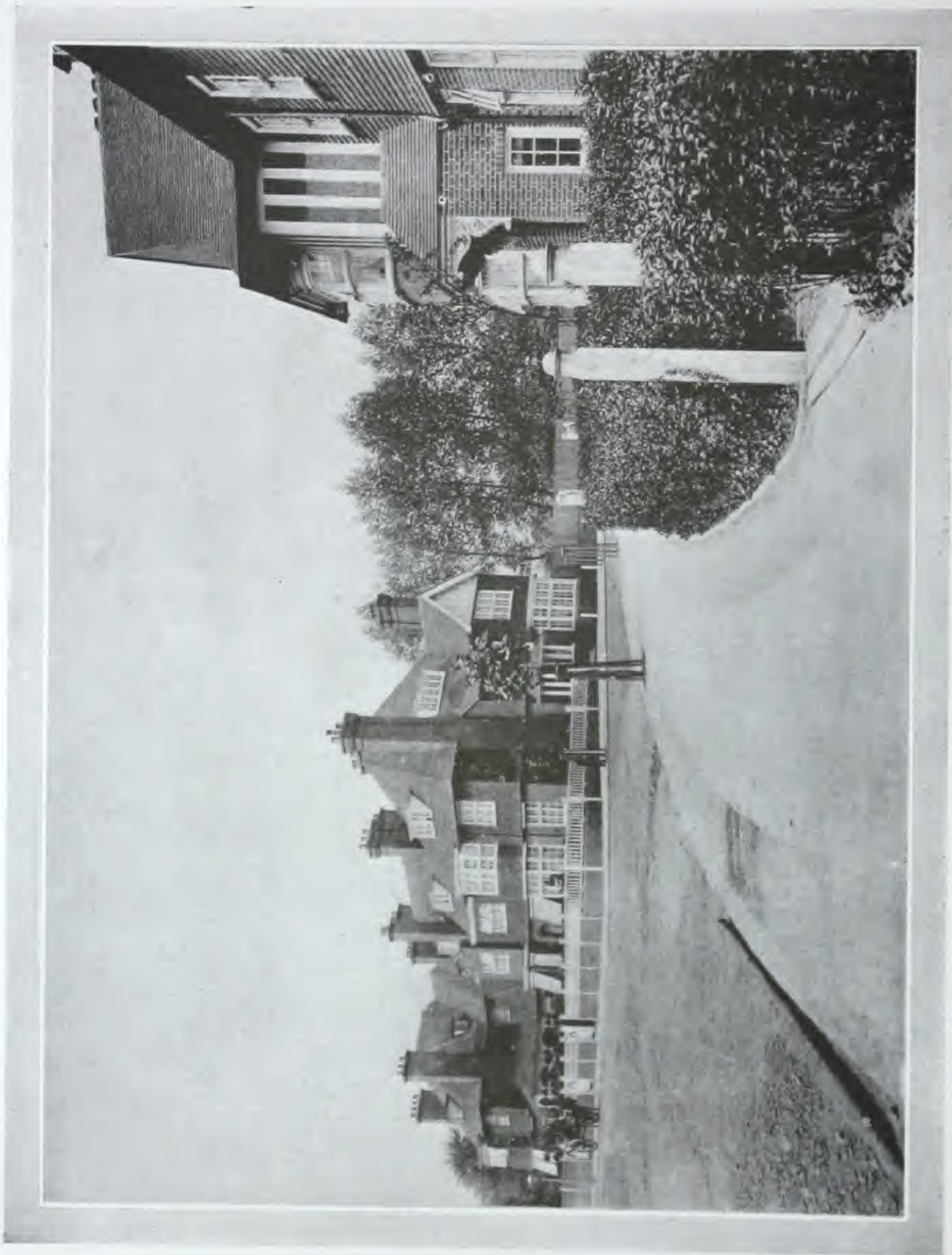
HARLEY ROAD, HAMPSTEAD.

61



WADHAM GARDENS, HAMPSTEAD.

R



ELSWORTHY ROAD, HAMPSTEAD.

Handwritten signature or initials.



ETON AVENUE, HAMPSTEAD.

2



HARLEY ROAD, HAMPSTEAD.



WADHAM GARDENS, HAMPSTEAD.

2



AVENUE ROAD, REGENT'S PARK.

2



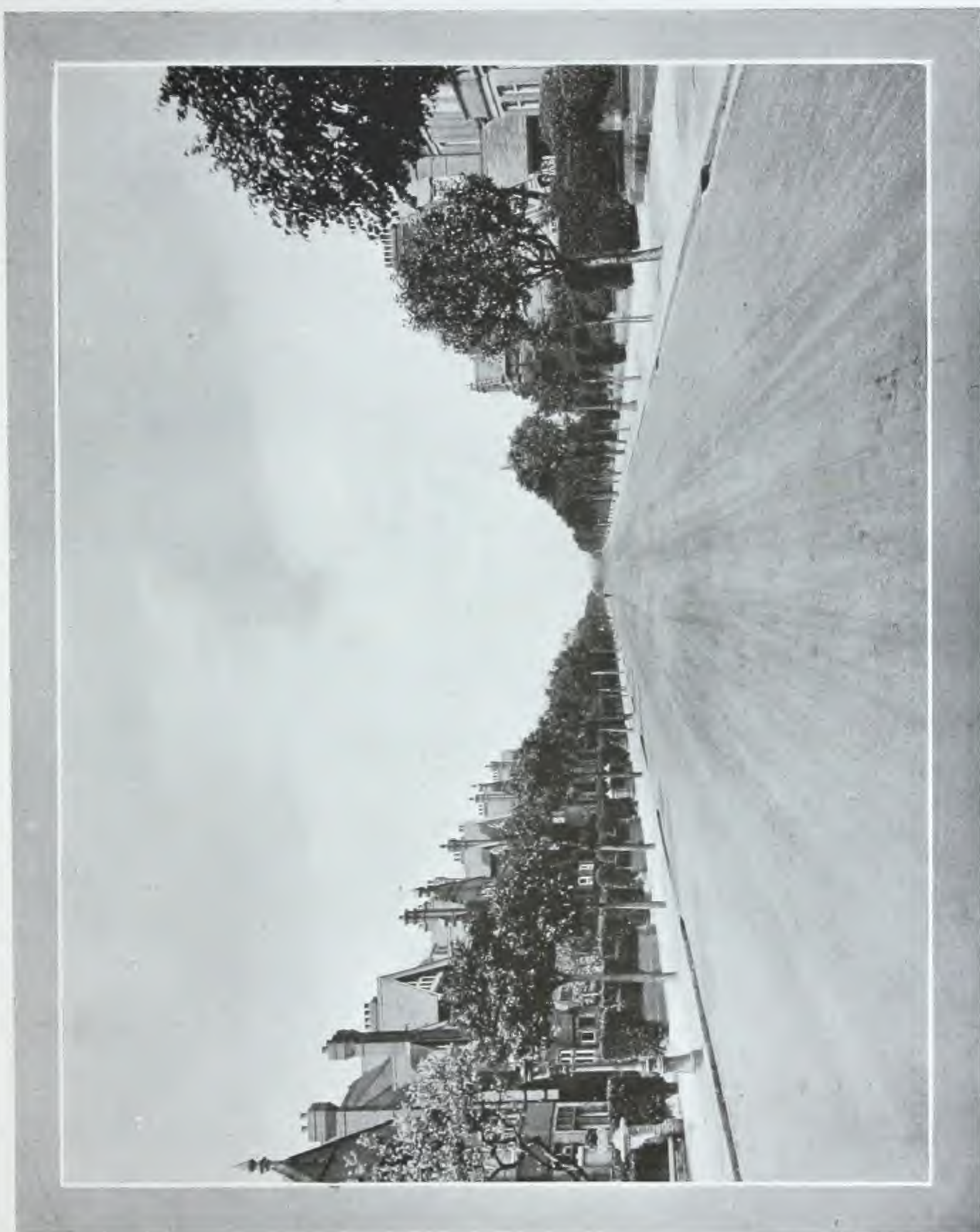
AVENUE ROAD, REGENT'S PARK



ETON AVENUE, HAMPSTEAD.

SECTION III.

COUNTRY HOUSES



THE DRIVE, HOVE.



THE WILDERNESSE, CHISLEHURST.

2



CAMDEN PARK, CHISLEHURST.



PINES ROAD, BICKLEY.



THE WILDERNESSE, CHISLEHURST.

B



THE WILDERNESSE, CHISLEHURST.



THE WILDERNESSE, CHISLEHURST.

13



PINES ROAD, BICKLEY



CAMDEN PARK ROAD, CHISLEHURST.



BOWLING GREEN AND CLUB HOUSE,
THE DRIVE, HOVE.



LAWN TENNIS GROUND, THE DRIVE, HOVE.



GRAND AVENUE, HOVE.

SECTION IV.

INTERIOR DECORATIONS



A HALL AND GALLERY, KENSINGTON PALACE GARDENS.



A HALL, KENSINGTON PALACE GARDENS.



A HALL AND STAIRCASE, DEVONSHIRE STREET.



A VESTIBULE, KENSINGTON PALACE GARDENS.



A CORRIDOR, KENSINGTON PALACE GARDENS.



A HALL, PINES ROAD, BICKLEY.



A DRAWING ROOM, GRAND AVENUE, HOVE.



A BILLIARD ROOM, KENSINGTON PALACE GARDENS.



A BILLIARD ROOM, GRAND AVENUE, HOVE.



A BILLIARD ROOM, ETON AVENUE.



A LIBRARY, DEVONSHIRE STREET.



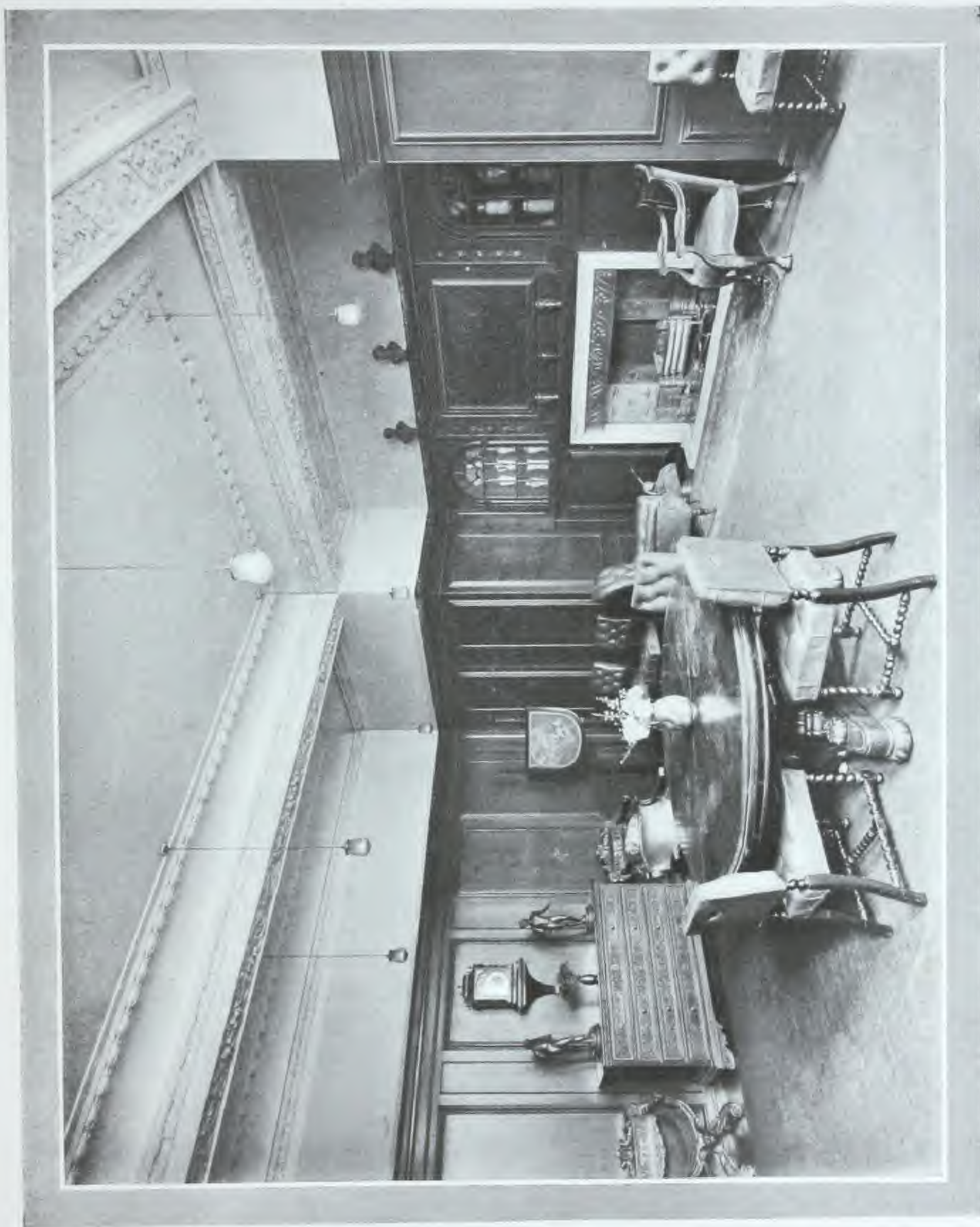
A DRAWING ROOM, EATON TERRACE.



A DRAWING ROOM, KENSINGTON PALACE GARDENS.



A DRAWING ROOM, EATON TERRACE.



A DRAWING ROOM, KENSINGTON PALACE GARDENS.



A DINING ROOM, PARK STREET.



A DRAWING ROOM, PARK STREET.







A DRAWING ROOM, DEVONSHIRE STREET.



A DINING ROOM, GRAND AVENUE, HOVE.



❖ A CAUDWELL ❖

❖ London ❖ 1915 ❖